Consumer Tracking Results
Purchase Behavior Summary

	Denver		Seattle	
	Triers	Purchasers	Triers	Purchasers
Leading Reasons For Trial				
Price	[illegible]		27%	
Introduced Through Friend Or Relative	[illegible]		[illegible]	
Newness Of Product/ Curiosity	[illegible]		32%	
How Initial Triers Got Dave's				
From Friend or Relative	[illegible]		[illegible]	
Bought Their Own Pack/ Carton	41%		46%	
Reasons For Initial Purchase				
Curiosity/ Interest In		33%		[illegible]
Special Deal/ Price/ Coupon		[illegible]		35%
Advertising		32%		31%
Word of Mouth		8%		9%
** Respondent may mention more than 1 reason				
Reasons For Not Purchasing				
Routine and Personal Preference	[illegible]		[illegible]	
Flavor	6%		4%	
Price	10%		12%	
Tar & Nicotine	2%		2%	
Consumption				
1 Pack Or Less	[illegible]	26.0%	[illegible]	[illegible]
2 Packs	[illegible]	21.0%	8.0%	1
3-4 Packs +	12%	20.0%	16.0%	[illegible]
Six Packs+	15%	[illegible]	15.0%	[illegible]
Purchase				
By the Pack		48.0%		51.0%
By the Carton		8.0%		6.0%
	Aware	**Purchasers**	**Aware**	**Purchasers**
Future Purchase Intent				
Definitely/ Probably Purchase Again	30%	[illegible]	29%	[illegible]
Not Likely to Buy Again	[illegible]	18%	[illegible]	17%
May or may Not buy Again	[illegible]	20%	31%	20%
Reason For Negative Intent To Purchase				
Satisfied With Own Brand/ Routine	[illegible]	12.0%	[illegible]	17.0%
Do Not Switch Brands	[illegible]	0.0%	5.0%	0.0%
Negative Flavor	5%	[illegible]	2.0%	17.0%
Negative Price	2%	0.0%	5.0%	6.0%
Reasons For Positive Future Purchase Intent				
Positive Cigarette Attributes	[illegible]	37.0%	25.0%	[illegible]
Positive Price	[illegible]	[illegible]	30.0%	44.0%
Curiosity	[illegible]	0.0%	26.0%	2.0%
Awareness Of Promotions				
Aware of Special Deals	[illegible]	[illegible]	18.0%	[illegible]
Aware of Coupons	3%	5.0%	4.0%	5.0%
Purchased On Special Deal		21.0%		12.0%
Would Have Purchased Without Deal**		[illegible]		[illegible]
Recalled Receiving Direct Mail From:	**Aware**	**Triers**	**Aware**	**Triers**

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Source: https://www.industrydocuments.ucsf.edu/docs/smxm0004

Dave's	4%	9.0%	4.0%	5.0%
Marlboro	19%	21.0%	16.0%	16.0%
Camel	12%	12.0%	10.0%	12.0%
GPC	2%	1.0%	0.0%	1.0%
Recalled Dave's Coupon	3%	4.0%	3.0%	5.0%
Did Not Receive Any Direct Mail in Last 3 Months	67%	68.0%	72.0%	72.0%

* Based on Week 16 results
** Small sample size

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